

## East Hollywood Business Improvement District

### BOARD OF GOVERNORS MEETING

Wednesday, September 12, 2012

#### MINUTES

Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Massachi, Reuveni, Shield, Swanson, Zaman

Staff: Gubler, Shahenian

Guests: Ryan Carpio, CD-13; Karreno Charchoglyan, JP Morgan Chase; Christine Jerian, CD-13; Sharyn Romano, HBT/LA

I) Call to Order

Zarrinnam called the meeting to order at 3:40 p.m. The group members made self-introductions.

II) Public Comments

Massachi noted that neighborhood council elections would be held throughout the City on Sunday, September 16, 2012.

Romano stated that HBT would be holding its grand opening event on Thursday, October 25, 2012.

Swanson commented that Hollywood Presbyterian Hospital would be appointing a new CEO, Ken Rivers as of October 1, 2012.

III) Approval of Minutes

**Motion** by Massachi, Seconded by Shield to approve the July 19, 2012 Board Minutes.

**Motion** carried.

IV) Financial Report

Shahenian reviewed the August financial statements. The BID had an ending balance of \$125,535.20 as of August 31, 2012.

V) Cleaning Contract Update

Romano provided the Board with an update of cleaning services in the BID for the month of August.

She noted that 548 bags of trash had been collected in August. She stated that HBT cleaning crews continue to water trees throughout the BID on 3 times per week. Romano noted that trees in the vicinity of Hollywood Presbyterian and LA City College near Fountain are spreading increased amounts of tree litter. She

recommended that Hollywood Presbyterian provided some additional pruning to cut back on the debris.

She also notes that HBT has been working with JP Morgan Chase to develop a financial literacy program for 18-24 year olds involved in HBT work.

VI) Los Feliz BID/ Vermont Triangle Maintenance Discussion

Koretz noted that the BID's Vermont Triangle Subcommittee met with HBT to discuss costs associated with potential cleaning and maintenance services for the Vermont Triangle. She noted that maintenance of the Triangle would cost approximately \$14,000 per year. Koretz stated that the Kaiser would be working with the Los Feliz BID and will solely fund the clean-up of the triangle for 6 months. She stated that Kaiser would also be working with PATH to conduct targeted outreach to the homeless in the Triangle's vicinity.

VII) East Hollywood BID Website/Social Media Update

Charchoglyan reviewed several options for BID logo design. The BID members asked that he create images of the logos on a smaller scale so that the group would be able to see how it will look on letterhead.

VIII) Reports from Public Agencies

Ryan Carpio of CD-13 discussed a reduction in funding for the Vermont Median installation project due to the elimination of the CRA funding. He noted that the BID will need to eliminate 2 medians from the scope of the project in order to stay within the new budget.

The Board discussed options for removing one larger median instead of two smaller ones. Carpio will report back on feasibility of eliminating one large median versus two smaller ones.

IX) Next Meeting

The next meeting was set for Wednesday, October 10<sup>th</sup>, at 3:30 p.m at LA City College.

There being no further business, the meeting was adjourned at 5:01 pm.

Respectfully Submitted,

Nicole Shahenian  
Executive Director